

GROW METHOD

FEED YOUR FAMILY AND HELP 1 BILLION PEOPLE FEED THEMSELVES

SO, WHAT'S THE GROW METHOD?

Out of the seven billion people in the world today, nearly one billion of us go to bed hungry every single night.

And that's not right.

Politicians and Big Business have a key role to play, and they must take urgent action.

But you also have the power to help make the food system fairer for everyone.

And you can start doing this with five simple principles for feeding your family.

Principles that if you and all the families you know stick to, and share with everyone you know, could help millions of people that still don't have enough food on their plates.

And it's called the **GROW METHOD**.

A brand new way of thinking about food – the way we buy it, prepare it and eat it.

And the best part? You're probably already doing lots of it without even knowing.

IT'S SIMPLE:



The **GROW METHOD** is reducing food waste, so we're making the most of the precious resources that go into making food.



It's buying products and brands that ensure small scale food producers in developing countries get a fair deal.



It's cooking smart, to cut down on wasted water and energy.



It's buying food that's in season, cutting down on greenhouse gas emissions.



It's eating less meat and dairy to reduce both greenhouse gas emissions and water use.

Sticking to these simple principles will really help people around the world who are struggling to grow food because of over demand for essential resources - like land and water - and changing weather patterns due to climate change.

The **GROW METHOD** starts when you go shopping, is used in the kitchen, and continues long after finishing breakfast, lunch or dinner.

It's the future of food, happening today.

A culinary revolution... Using the power of what we put on our families' plates to help put right what's wrong with the food system.

Until it becomes second nature... Until the next generation knows food no other way.

And it's all of us, collectively, that have the power to change things.

The power to grow your families in a way that grows a fairer food system for all.

Let's use the **GROW METHOD** and connect with people all over the world... Because what we eat tonight connects families all around the world, from Spain to the Philippines, Brazil to the UK, the US to sub-Saharan Africa.

Learn it. Teach it. Share it. Cook it. Eat it. Tweet it. Post it. 'Like' it.

Because by simply choosing to feed our families the right way for dinner tonight, we're helping ensure everyone on the planet has enough to eat, always.

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GROW METHOD

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SAVE FOOD



SEASONAL



LESS



SUPPORT



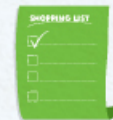
COOK SMART

SAVE FOOD TIPS

Around a third of the food produced for people's plates ends up lost or wasted between farm and fork. The amount of food thrown away in rich countries is almost the same as that produced in sub-Saharan Africa each year. But by planning your meals and saving your leftovers you'll reduce this waste. You'll also be responsible for less greenhouse gas emissions, which is more sustainable...

GROW METHOD MEAL PLANNER

Planning meals on a weekly basis and preparing a shopping list based on the plan is a great way of cutting down on food waste. That way, you can make sure to love your left-overs rather than throwing them away, and you check what you've already got in the cupboard before you head out to the shops. Download the meal planner and have a go!



'EAT BY' STICKERS

Keep stickers and pens handy in your kitchen so you and your children can write down an 'eat by' date for any leftovers you create or any foods you open, then stick it to the box, packet, container or food.



LOVE YOUR LEFTOVERS

Sandwiches and soups are king in the delicious world of leftovers. Share your wacky sandwich concoctions on our Pinterest Cookbook page to inspire others and never hesitate to keep those meats stewing on the stove for some delicious Sunday broth.



ASK FOR A DOGGIE BAG

There's no shame in asking for a doggie bag if you don't finish what's on your plate at a restaurant. Better in your tummy than in the garbage, especially at those prices!



GIVE A BIN A GRIN

Get your kids to paint big smiley faces on the family garbage bin, showing all your neighbors and bin collectors that you're wasting less food, and making your garbage bins happy. Print out the stencils below, get some paints together, and give your bin a grin. It will be even more fun if you get your friends and neighbors together so they can do theirs at the same time.



SMILEY FACE



HAPPY BIN

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PRESERVE



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COOK SMART

SEASONAL TIPS

We waste lots of energy trying to grow food in the wrong place, at the wrong time of year. Discover what's in season near you and you'll find perfectly delicious fruit and vegetables to eat which aren't using all that energy to reach your plate.

GROW YOUR OWN

Encourage your children to learn about seasonal food by starting your own fruit and vegetable patch in the garden.



FIND YOUR FARMER'S MARKET

Shop at your local farmers market to find fresh fruit, vegetables and more, grown by small-scale producers close to home. Not only will the fruit taste, smell and look better, but you and your children get to pick it all out for yourself.



FOOD FOR THOUGHT

BUYING LOCAL AND BUYING FROM SMALL SCALE FARMERS IN DEVELOPING COUNTRIES

The question of buying local and buying from small scale farmers in developing countries is not a black and white one. As a general rule, foods that go rotten quickly may be best bought locally, but we can't forget that food from developing countries provides vital incomes for millions of people. Transport accounts for only a proportion of foods' emissions, which also vary by how it's carried. The distance food travels is a poor measure of its total impact.

What we need to do is understand how our food is produced, the working conditions in which it's produced, and how it's travelled to reach our plates, then we can make informed and ethical choices based on our own priorities.



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LESS MEAT TIPS

If you eat a little less meat and a little less dairy you'll dramatically reduce the impact of your diet on the environment. Just think: one 1lb (or 500g) of ground beef for your family uses over 28,000 cups (or 6,810 litres) of water to produce – that's enough to fill 20 bathtubs to the brim, and then some!

GO MEAT FREE DAY

Add color to your plates by replacing meat with vegetables one day a week. Think about all the great meat-alternatives, experimenting with dishes like Tofu Sandwich, Veggie Paella, Split Pea Soup or Veggie Burger, made with lentils and black beans.



DAIRY SWAPS

Try non-dairy alternatives in your favorite dishes. For example, try avocado instead of cheese in your salad, replace ice cream with coconut milk ice cream for dessert, and olive oil instead of butter when you're cooking.



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SUPPORT TIPS

By supporting small-scale food producers you're supporting the 1.5 billion people that live on small farms in the world, and helping protect our ability to produce food in the future through sustainable farming practices. Buying Fair Trade products and brands is a great way of doing this so look out for them when you shop.

GROW YOUR VOICE

You can use your voice and tell food brands and politicians to give small scale farmers and workers a better deal. Stay in touch because later this year we'll be doing more on this and there'll be ways that you can get involved.



TRY FAIR TRADE

Fair Trade foods, where they are available, are often easily recognizable by the logos that they carry. There are also certification schemes whose logos we can look out for that tell us how food has been produced, helping us make ethical and sustainable choices. Some of the things you may want to look out for are organic food and sustainably-sourced fish.



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COOK SMART TIPS

We rely on precious fossil fuels to cook and heat our food, and these every day tasks add up to big emissions, as well as big energy bills. Try cooking with as little water as possible, using a flat-bottomed pan, covering your pan with a lid and reducing the heat as soon as the water starts to boil – you'll save energy, water and money!

GIVE YOUR PLATE A SMILE

You and your children can have more fun with raw vegetables. Experiment with the range of natural colours to create pictures and faces on the plate. They'll even taste better because by eating them raw you'll preserve all their natural flavours.



SANDWICHES, SALADS AND COLD SOUPS

If you cook without the stove, the oven, the grill or the microwave you can get your children more involved in the food preparation because it's safer. And there'll also be fewer dishes to clean afterwards!



TAP OFF

Use only enough water to cover your vegetables, cover the pan while the water boils and reduce the heat as soon as it's boiling. It's simple and saves both water and energy!



POWER DOWN

Turn off appliances when you're not using them... obviously not the fridge! But think about it this way: up to half of the power used by our microwaves may be spent powering the clock rather than in heating food.



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WEEKLY MEAL PLANNER

WHAT I'VE GOT

WHAT I NEED

BREAKFAST

LUNCH

DINNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Name of meal List Ingredients here:						
Name of meal List Ingredients here:						
Name of meal List Ingredients here:						